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187 West Center Street Phone 411 PROVO, UTAH

Alumni News From Far and Near

Cornelius Peterson, Alumni Secretary, Sends Greetings to Ysers

From the Alumni office at B. Y. U. comes greetings to all former students, present students and who are returning for the first time. The year 1939-40 is the 64th since the University began in 1876 with 29 students. We expect a larger number of graduates of 1939. The students last year numbered 2762. Since the beginning over 20,000 have attended the University and more than 5000 have been graduated.

Alumni are scattered in many foreign countries and are in nearly every state in the Union. Last year the student body consisted of students from 37 states and 5 foreign countries.

Many successful alumni from various sections of the country have visited the campus of their alma mater. Some have come on vacation, and have reported their classmates' whereabouts and success. In this issue you will find many articles about successful alumni.

Plan now to attend all reunions, football games, speech department plays, assemblies and other B. Y. U. functions. To alumni who haven't already paid their dues, do so now so you may receive the advantages given to active members, such as, receiving Y News from the start, receive discounts on football season tickets, get 25% discount on speech department plays, etc. Renew your yearly membership of \$2.00 now to Alumni Secretary, Cornelius Peterson, Ysers, for the campus and Alumni office often. Be Active B. Y. U.

Provo Artist Awarded Honor

Thomas Eastmond, 37 son of Mr. Margaret H. Eastmond of Provo and the late Professor E. H. Eastmond of B. Y. U., has been awarded a three-year scholarship to the Art Center school in Los Angeles, to be learned Monday.

In competition with about 45 students of art, he was one of eight chosen for the scholarship.

He is studying advanced illustration work at the Los Angeles school.

Assistantship Awarded To Y Grad

The Sonny Boyce, 29, son of Brigham Young University, has been awarded a teaching assistantship in biology at the University of California, Berkeley, to be learned recently by his father, professor William H. Boyce of B. Y. U.

Since graduation from B. Y. U. Mr. Boyce has been teaching at University of California and received his master's degree there last June. He will begin new teaching duties this fall.



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• Your Happiness...
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Latest Popular Songs and Polkas
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The MUSIC BOX
104 North Univ. Ave.

BYU Grads Receive Provo Jobs

Out of 18 new teachers and staff workers who have been engaged by the Provo and Panguitch schools, 11 have been graduated with degrees or diplomas from Brigham Young University. It is revealed by the superintendent's office.

The new teachers in the secondary division and their assignments are: Provo high school—Edward Mox and Dorothy Richmond of Provo; Dorr Junior high school—David H. Beckstead of Midvale, Helen Holbrook of Provo, and Virginia McElroy of Provo; Eastern Junior high school—Robert W. Bales, and Rex Sutherland of Provo, and Rex Sutherland of Provo.

Elementary appointments

New elementary school teachers include: Franklin Smith—Helen Brown of Winter, Idaho; Ardis Poulson and Ruth Taylor of Provo; Maudie Lohr of Salt Lake City; Cora E. George, and May Hodson of Provo; Joetta Schell, Thelma Edelson of Ogden, and Alice Smith of Fountain Green.

Many of the graduates also have been assigned to other areas. Mrs. B. Y. U. graduates also have been assigned to other areas. Mrs. B. Y. U. graduates also have been assigned to other areas.

Grid Water Wagon Painted with New Y and Cougar

When the "water wagon" of the Brigham Young gridiron squad rolled out onto the field during time-out periods this fall, it will bear newly painted decorations calculated to inspire the Cougar chieftain.

Farrell Cottle, 1932 alumni and senior yearbook editor, completed the painting of a new cougar and university insignia on the compressed air water wagon. The wagon was donated last year by Earl J. Chole, manager of the KSL, and former principal of the B. Y. U. Alumni association.

On one side of the wagon the picture of a marling cougar, and on the other side, the cougar is inscribed in art at Walter Cottle, Ogden.

On the other side of the car is painted a block "Y" in the university's coral lake color. At the front end is lettered the inscription "Fight 'em Cougar!"

Mounted on pneumatic tires and supplied with air pressure pump, the new Cougar water wagon will be used in the Provo area field for the first time October 7, when the Cougars meet Colorado State in their first home game.

Christensen Takes Court Service

Accepting a civil service position in Washington, D. C., Christensen, 29, has been month for the court.

Mr. Christensen has been employed by the Federal Bureau of Investigation in the Commercial Division since 1935. He has been recently assigned to the Agriculture department.

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Clark Leaves For Stanford U

The Newell scholarship for study at Stanford University during the coming year, has been awarded to Clark, 29, of Ogden.

Clark, who was graduated in English at B. Y. U., received the degree of Bachelor of Science in 1935. He will return to Provo in 1939 to teach English at the National Park, where he has been employed during the summer.

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Y Grad Wins Harvard Award

Herman B. Carpenter of Park City, a 1939 graduate of the college of commerce at B. Y. U., has been awarded a \$500 research scholarship to the Harvard graduate school of business, according to Dean H. R. Clark of B. Y. U.

The scholarship, one of two Harvard awards given annually, will enable Mr. Carpenter to study in the Harvard Business School in the fall of 1939.

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Full Season of Brilliant Productions Forecast As Drama Selections Are Made

Two recent Broadway successes and an Elizabethan play among the productions scheduled in the 1939-40 drama calendar at B. Y. U.

As the full length drama, during the coming season, according to announcement by Dr. T. Earl Pardo, chairman of the drama department, all of the major productions will be staged in College hall.

Station KOVO Directed By BYU Graduates

When KOVO, central Utah's new radio station, goes on the air with its inaugural show September 23, it will be manned largely by former Ysers. The manager's position and the four most important announcing and continuity writing jobs all went to former "Y" students.

The station's first show will be a musical comedy, and will be followed by a variety show. The station's first show will be a musical comedy, and will be followed by a variety show.

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Hayes Receives College Position

Allyo H. Hayes, 1929 graduate of Brigham Young University, has been appointed an instructor at Western college in Washington, D.C., according to word received from the father, Rev. J. H. Hayes of B. Y. U.

In addition to his teaching at Western college, Mr. Hayes will be in charge of the college's physical education department.



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World Famous Artists To Come Here

Twenty-two Stars This Season

During the past season students at Brigham Young university had the opportunity of seeing and hearing such world-renowned artists as Rachmaninoff, Latta Lehmann, Martha Graham, and the New Quartette, yet the coming year will bring before them the most extensive aggregation of famed artists that has ever appeared on one lyricum series in Utah.

More than 22 eminent personalities are scheduled to appear during the coming season for the University Community Concert series, according to Professor John Swenson and Dean H. R. Clark of the University Lyricum Committee. A diversified program is promised, because the series will include five authors, three vocal soloists, three lecturers on international affairs, three pianists, one orchestra, one piano team, two violinists, one fiddler, a string trio, a string quartette, and a dancer.

The lyricum programs will be available to students of the university at no extra cost.

Pianists, Organist

JAN CHERNIAYEVSKY
Planning a double concert, Jan Cherniayevsky, Russian poet, pianist, will return to Provo after having played here before on 15 previous occasions.

RUDOLPH GANZ, PIANIST
Ganz, as Schnitz and Granger on previous years, will play some selected sonatas with the B.Y.U. Symphony orchestra and also act as guest conductor.

WILHELM GIESING
Giesing is one of the kings of the piano. His technique is so tremendous that the music leaves him only to sink and hear how he uses it—lightning scales and fingering molasses, shudders and raptures, crashing chords and flowing counterpoints.

MARCEL DUPRE
Brilliant during feats of improvisation "rising to emotional heights, striking to emotional depths" he was the pianist of the music world for Dupre, the eccentric French organist who appears in this city during the coming season.



Jussi Björling



Bido Sayao



Walter Gieseking

Instrumentalists

GASPAR CASASSO
Because Gaspar Casasso, violinist, gave such a superb performance two seasons ago, he has been secured for another concert this winter.

Casasso, Spanish horn composer and artist has toured Europe and America many times and popularity is increasing. For an artist of Casasso's rank, the task of the critic is a simple matter of reporting his triumph. His playing is the essence of pure art, to which is added a peerless musical temperament.

JOSEPH SZIGETI
Time Magazine speaks highly of Szigeti. "Of today's fine fiddlers, the finest are brilliant Jascha Heifetz, and Fritz Kreisler, fatiduous Joseph Szigeti. Considered, who judge by form rather than knowledge, have long rated Szigeti tops."

PAQUETRIE TRIO

The amazing speed and wholehearted approach with which the Paquetrie string trio made an artistic conquest of England and the Continent is a source of constant amazement and wonder to even the most successful similar organization that has toured since for the last 30 years. This group was well received a year ago by Provo audiences.

LOWENWORTH QUARTET

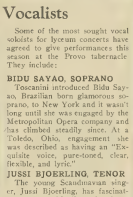
This string quartet is appreciated for its admirable precision and delicacy and it often excels in vocal beauty and grace of phrasing.



Paquetrie Trio



Bido Sayao



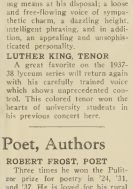
Jussi Björling



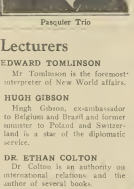
Gaspar Casasso



Harald Kreutzberg



Jussi Björling



Gaspar Casasso

LOOK YOUR BEST

Make a good impression on your first day at college. Be prepared to meet your friends with a new wave or hair cut from the

Barber Y Beauty

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Finger Waves, Permanents and Hair Cuts at Popular Prices

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Your Chance to SAVE

Special! Cash and Carry Prices!

MEN'S SUITS and TOPCOATS

69c

LADIES' SUITS and COATS

69c

LADIES' DRESSES

69c

HATS Cleaned and Blocked

49c

PROVO CLEANERS

77 North First West

Phone 46

Vocalists

Some of the most sought vocal soloists for lyricum concerts have agreed to give performances this season at the Provo tabernacle. They include:

BIDO SAYAO SOPRANO
Toscanini introduced Bido Sayao, Brazilian horn soloist, soprano, to New York and it wasn't long and she was engaged by the Metropolitan Opera company and has climbed steadily since. At a Toledo, Ohio, engagement he was described as having "an angelic voice, supple, clear, flexible, and bright."

JUSSI BJÖRLING TENOR
The young Scandinavian singer, Jussi Björling, has fascinating means at his disposal, a hoarse and forceful voice of impetuous charm, a dazzling bright, confident phrasing, and in addition, an appealing and unapproachable personality.

LUTHER KING, TENOR
A great favorite on the 1937-38 lyricum series will return again with his carefully trained voice which shows unprecedented control. This colored tenor won the hearts of university students in his previous concert here.

Poet, Authors

ROBERT PROST, POET
Three times he won the Pulitzer prize for poetry in '24, '31, and '37. He is loved for his rural poetry which is filled with rare beauty. Among his best loved poems are "The Death of the Hired Man," "Mending Wall," "Birches," "West-Running Brook," and "The Pasture."

JOBIN O. NEIHARDT
The coming of Jobs O. Neihardt, American poet and literary critic is expected to increase the artistic appreciation of the learners when he speaks and reads his poetry.

CARL VAN DOREN
Another literary critic is Carl Van Doren. His biography of Benjamin Franklin won him a Pulitzer prize, and gave him part of the recognition which he has long deserved.

MARY ELLEN CHASE
Two seasons ago Mary Ellen Chase delivered an absorbing address before a Provo audience and consequently has many admirers who are looking forward to hearing her again.

GEORGE DANGERFIELD
Although acclaimed as a commentator on current books, George Dangerfield has also authored two books and several magazine articles.

Lecturers

EDWARD TOMLINSON
Mr. Tomlinson is the foremost interpreter of New World affairs.

HUGH GIBSON
Hugh Gibson, co-ambassador to Belgium and Brazil and former minister to Poland and Switzerland is a state of the diplomatic service.

DR. ETIEN COLTON
Dr. Colton is an authority on international relations and the author of several books.

Popular Music

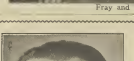
A special popular musical attraction will come to the Provo tabernacle Thursday, October 12 when the team of Rubinfeld and his violin will appear in a joint recital with Fray and Braggotti, sensational duo pianists.

The recital will not be on the regular Community Concert series, but will be available only to paid admissions.

The pianists, and Rubinfeld and his violin.



Rubinfeld



Fray and Braggotti



Mark Anderson Mayor



J. P. McGuire Commissioner

Greetings and Best Wishes to the Faculty and Students of the Brigham Young University From the Provo City Commission

MARK ANDERSON, Mayor
J. P. MCGUIRE, Commissioner
JESSE HAWS, Commissioner

Greetings ~

and congratulations from KOVO. Congratulations because you have selected Brigham Young University as your school.

How wise you are to look for those more important things: culture, religious and moral stimulation, scholarship, and friendship. These are the things that really count and all are abundant at B. Y. U.

And this year there is more than ever. This year there is radio. Radio synonym of culture, development, and pleasure.

Utah's newest and most modern broadcasting station is being built in Provo. It is KOVO, the Voice of Central Utah. KOVO is your station; its doors are open to you and its staff is anxious to have you get those inestimable benefits that can come from radio.

KOVO goes on the air just the day before you start school this year at the "Y". It, like you, is starting on a new and most exciting adventure. So KOVO says to you: "Let's do this job together and we are certain both to succeed, and what a glorious time we'll have doing it."

Yours Sincerely,

KOVO

KOVO

Freshmen To Be Aided By New Personnel Program

B.Y.U. swings into step with other leading colleges in the nation by the adoption of a student personnel program, which will go into operation shortly after registration this fall.

Personal activity is an organized attempt to provide ways and means of "facilitating" the adjustment of the individual to the demands of the college, in the home, if he is in school, in the weather, in social interests, or in the vocational world. This program will seek to objectively determine which students will obtain a certain level of accomplishment, as well as to learn whether or not a student will do better in one line of activity than in another.

Tests Given
A battery of six tests and faculty consultations will be given all freshmen entering school, announced C. S. Boyle, chairman of the B.Y.U. Personnel Committee. It will include the Bennett personality inventory, aptitude tests, physical science, literary comprehension and Christian psychological exam. The

test results are entirely confidential and will have no bearing upon the interpretation of test results.

The advantages of such a personnel program to the student are threefold: (1) gives (2) an enlightening interpretation of test results, (3) a friendly faculty contact through consultation, and (4) creates a healthy adjustment to college life. At the same time, the school receives an insight to the scholastic aptitude, achievement, and educational data of its students.

Participation Urged
Such a battery of tests do not give an absolute measurement of the "richness" of the individual "stock," yet they furnish a reputable indication—as is not found in the "typical hall." The reliability coefficients, based upon scores of college students taking these tests from 85 to 97, which is exceptionally high in their case. Validity has been demonstrated through the standard procedures. Consequently, freshmen should be anxious to participate in this program which has so much to offer them in the way of guidance and facilitation of adjustment.

Other members of the Personnel Committee associated with Professor Boyle are Dr. Russell Swenson, Dr. A. C. Lambart, Dr. Wesley P. Lloyd, Braden D. Law and Jack R. Gibb.

Dean Martin Presents Paper

Dr. Thomas L. Martin, dean of the Brigham Young university college of applied science, will be a speaker at the third International Congress for Microbiology, which will be held in New York City from September 2 to 5 according to the program of the conference just released.

Title of the paper which Dr. Martin will give is "The Algal Population of the Soil" which will be part of a panel on soil microbiology in Section VIII of the Congress. Discussion leader will be Dr. John Russell of Harpenden, England.

New Magazine Edited By Y Prof.

"The Great Basin Naturalist," a scientific magazine carrying the complete data of basic research in the intermountain states, made its initial appearance this summer with Dr. Vasco M. Tanner as editor.

No other publication, it seems, is devoted to such research information for the region of the Great Basin. This area comprises several intermountain states and parts of others from as far north as western Oregon and as far south as southern California. Because of the need for a definite available record, this new magazine has been created and will be published by the department of Zoology and Entomology of B. Y. U.

Calculated to be of definite service to students, universities, libraries and museums, publications will be sent to all parts of the world.

Blue Key Fraternity To Issue New Student Handbook For 1939-40

For the first time in several years, the students of B.Y.U. will have a handbook. It is being edited by the Blue Key National Service Fraternity, an organization whose purpose is to sponsor worthy projects and help wherever possible with student activities.

According to William Hale, handbook editor, it will be "interesting, helpful, and will contain information valuable to everyone." It is written for the student body, but has information equally suitable for freshmen. The A. W. S. officers have written a valuable section for all women students. It will be distributed at registration time. John Utnech, Blue Key president, announces that the Freshmen Year, under the direction of Chairman John Wernig, will be a fitting introduction to the greatest school year in B.Y.U. history. The plans include a new and

novel introduction to the buildings, traditions, and history of the university on the moonlight trek over the campus, and something new in the way of souvenirs. Other Blue Key officers are Peter Sperry, vice-president; Ray Jacobson, secretary; and William Hale, secretary-treasurer. Members of Blue Key include: Ben Lewis, student body president; Dale DeWolf, social chairman; Robert Ruff and Marvin Smith, editors of the Banner and Y News respectively; Darwin James, senior class president; Harold Bled, Lawrence Adams, Meritt Smith, Reginald Olsen, Ned Knapp, Odessa Hoss, Wayne Reeve, and Burton Todd.

Spire Perkins says: "I'll agree with everything gnomish folks say. I have 'em so much. I ain't got to make 'em happy to argue with 'em."

HOLLYWOOD SEZ... CLIPPER CLOTHES MAKE A MAN!

4-H Club Awards Scholarship

Miss Virginia Mitchell of American Fork has been awarded the 1939-40 4-H club scholarship to B. Y. U. It was announced this week by Bessie J. Kirkham, home demonstration agent for Utah county.

This scholarship was awarded to Miss Mitchell on the basis of her four year's high school record and her participation in 4-H club activities. Project materials submitted to the club supervisors were also given consideration in the judging.

Card Clerk at Alternate
Miss Card Clerk of Pleasant Grove was named alternate for the scholarship of B. Y. U. She is a graduate of Pleasant Grove high school and attended second in the scholarship competition. The 4-H club scholarship won by Miss Mitchell is the outstanding 4-H club membership in Utah county will cover one year's tuition to B. Y. U. She will be able to pursue studies of her own choice.

smart longwearing shoes

\$3.95

There are days and days of wear in every pair of these smart shoes. They're designed to be good looking, but they're built to give long wear.

Both are ideal for school, office, home, winter, etc.

Why not try one pair?

\$4.95

Molton Wise

Taylor Bros. Co.

SHOE DEPARTMENT

Back to College . . .

Sweaters

\$1.50

Rich colors in soft angora and wool sweaters! Every wanted style! Have plenty! 32-40.

Skirts

\$1.95

Gored, pleat, slim or box-pleat skirts. Colors to match your sweaters, blouses, ties. Zip closed.

Jackets

\$2.95

Grand value! Men tailored, reversible, button-up, cardigan jackets in tweeds, plaids, checks, solid. Lined sleeves.

Assured Quality Is Economical

Get it at TAYLOR BROS. COMPANY
THE DEPARTMENT STORE OF PROVO
Ready-to-Wear Dept.

Four Most Styles by Mansfield

FOUR MOST STYLES BY MANSFIELD

If YOU'RE WONDERING what's new in young men's shoes for Spring... here are four right answers. Done in the best Mansfield tradition, which means they're in the modern manner. Young men everywhere are "going Mansfield" in a big way. They like the brisk styles, the way Mansfield wear, the surprisingly low prices.

\$5

Get it at TAYLOR BROS. CO.

Men's Shop

NO! It isn't the Invisible Man or a bad photograph... BUT the way YOU look to every young lady, says Dunbar Dixon, Clipper Craft's ace style scout! For, as every famous Hollywood actor knows, clothes make the man! That's why they insist upon the very smartest fabrics, the finest details of skillful workmanship and the latest styles when they buy clothes! AND... that's why, at the amazingly low price of \$25, the Clipper Craft Plan enables us to give YOU these same important features found only in suits worth many dollars more!

This marvelous value is possible because the Clipper Craft Plan represents the huge purchasing power of hundreds of America's leading retailers — of which we are the exclusive representative in Provo. By buying large quantities of better materials well in advance of the season and by eliminating all waste and guesswork in production, vast savings result which are passed on to you. Thus you buy better clothes — in the latest Hollywood styles — at the famed Clipper Craft price of \$25!

Come in today! Try on these smart new styles! Note the full chest, longer lines, wider shoulders and narrow hips of the coat — the smart pleats and high rise of the trousers. You'll quickly see the difference the Hollywood styling makes in YOUR appearance!

CLIPPER CLOTHES MAKE A MAN!

● New Drape and Conservative Models in Single and Double Breasted.
● Blues, Greys, Greens, Blues, Greys and Browns.
● Worsteds, Cheviots, Tweeds, Birdseyes, Sharkskins.

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